

LinkedIn Tutorial: The "Facebook for Business"



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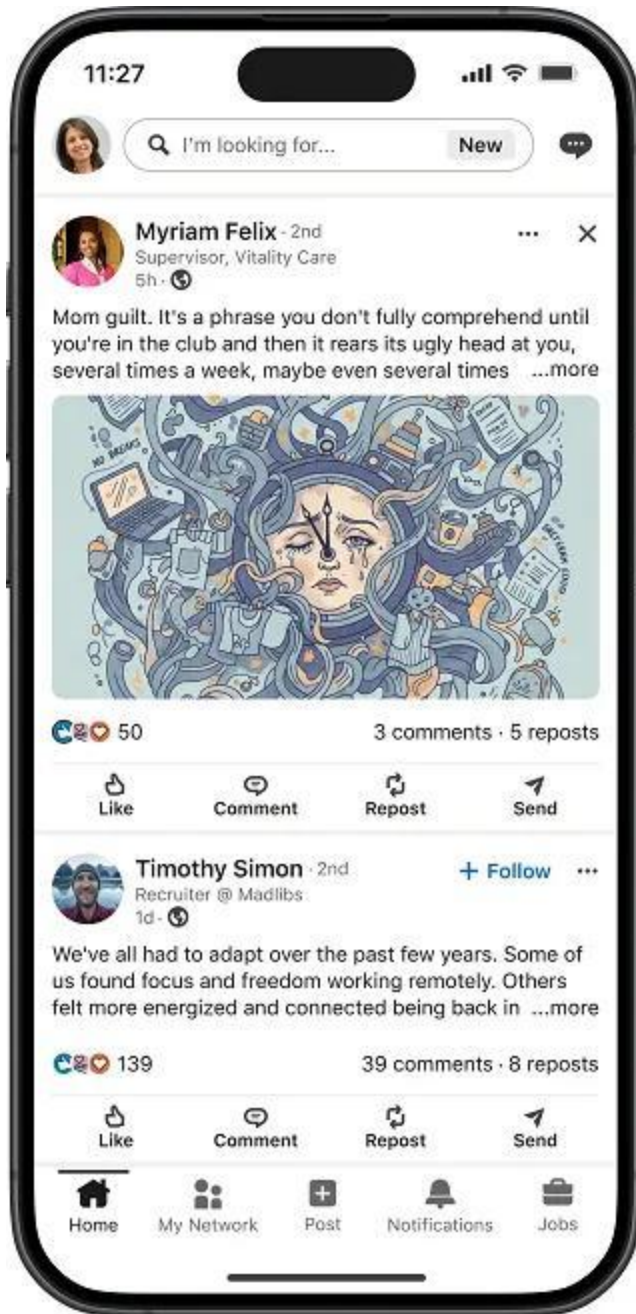
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LinkedIn Tutorial

Understanding the World's Largest Professional Networking Platform

Learning Objectives

After completing this tutorial, you will be able to:

- Understand what LinkedIn is.
 - Explain why LinkedIn is often called the "Facebook for business."
 - Create and optimize a LinkedIn profile.
 - Build a professional network.
 - Search for jobs and internships.
 - Connect with recruiters and employers.
 - Share professional content.
 - Understand LinkedIn etiquette.
-

What is LinkedIn?

LinkedIn is the world's largest professional networking website.

Unlike Facebook, which focuses on friends, family, entertainment, and personal updates, LinkedIn is designed for:

- Professional networking
- Finding jobs
- Recruiting employees
- Business communication
- Career development
- Building your professional reputation

Think of LinkedIn as your **online resume**, **professional portfolio**, and **business networking event** all in one place.

LinkedIn vs. Facebook

Facebook	LinkedIn
Friends and family	Professional contacts

Vacation photos	Career achievements
Memes and entertainment	Industry news
Personal interests	Professional skills
Social conversations	Business networking
Birthday wishes	Job opportunities
Personal life	Professional brand

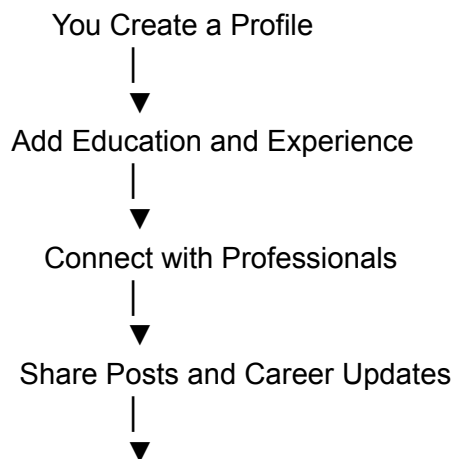
Why people call LinkedIn the "Facebook for Business"

Both platforms let you:

- Create a profile
- Add connections
- Post updates
- Send messages
- Join groups
- Follow companies

The difference is that LinkedIn is centered on careers, professional relationships, and business opportunities rather than personal social interactions.

How LinkedIn Works

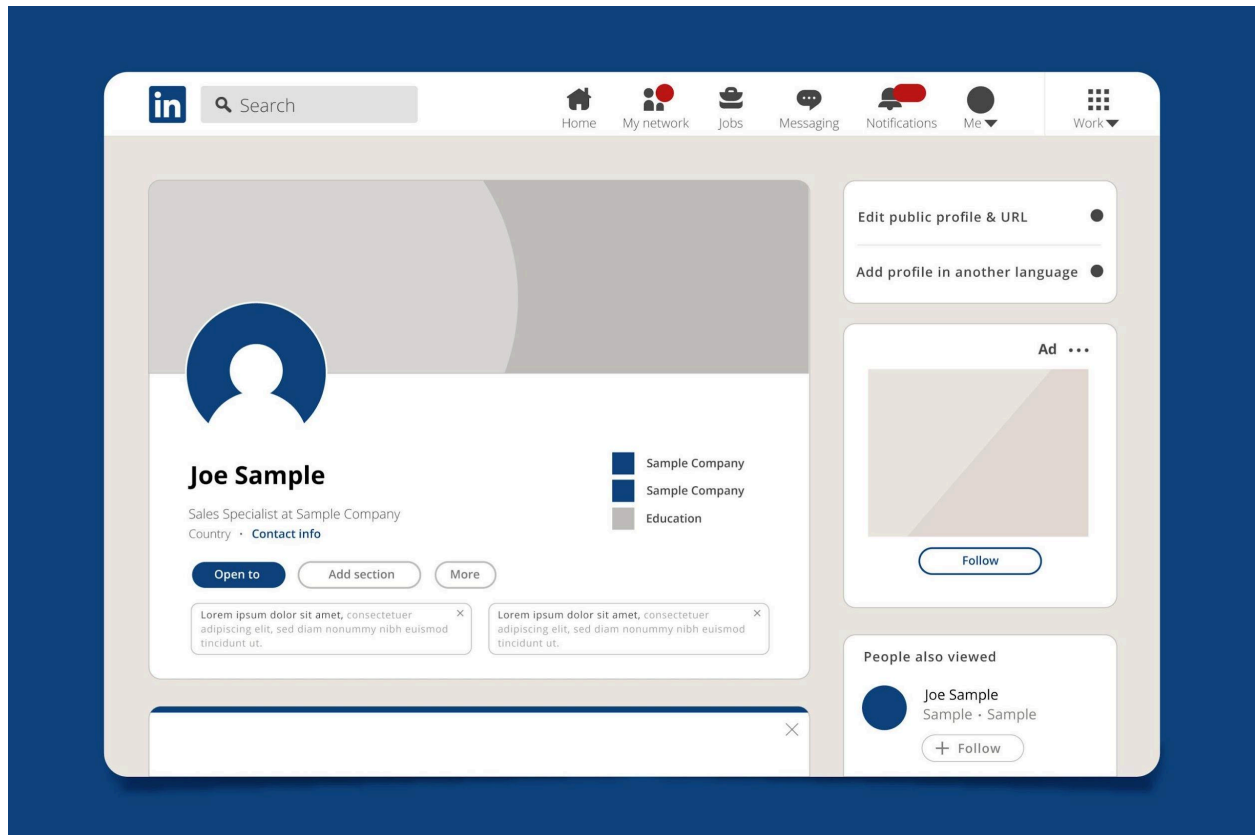


Recruiters Can Find Your Profile



Apply for Jobs and Grow Career

Creating Your Profile







About

I've worked in SaaS Marketing for over a decade.

And I've learned a few things when it comes to brand storytelling.

In order to differentiate, your brand needs three main things:

- 1.) personality
- 2.) a position
- 3.) an audience-first content strategy

I help B2B + B2C SaaS companies achieve all 3 through purposeful content strategy and creation.

Notable brands I've partnered with: EQ Office | Appcues | Optimizely | StatSocial | Tamr | Wills Tower

Every brand tells a story. Let's make yours worth reading.

← Skills

[Demonstrate skills](#)**All**

Industry Knowledge

Tools & Technologies

Interpersonal Skills

Content Management Systems (CMS)



Online Marketing



Project Management



Content Management



Blogging



Agile Methodologies



Writing



Web Content Writer (Freelance)

Microsoft Office



Web Content Writing



Search Engine Optimization (SEO)



2 experiences (Freelance)

Content Editing



Content Editor (Freelance)

Web Content



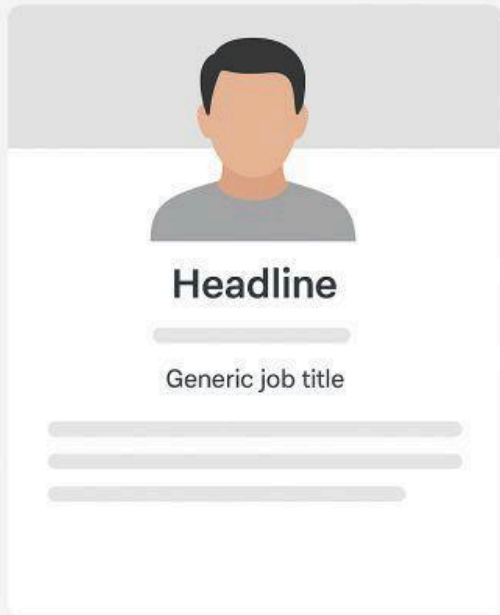
Web Content Writer (Freelance)

WordPress

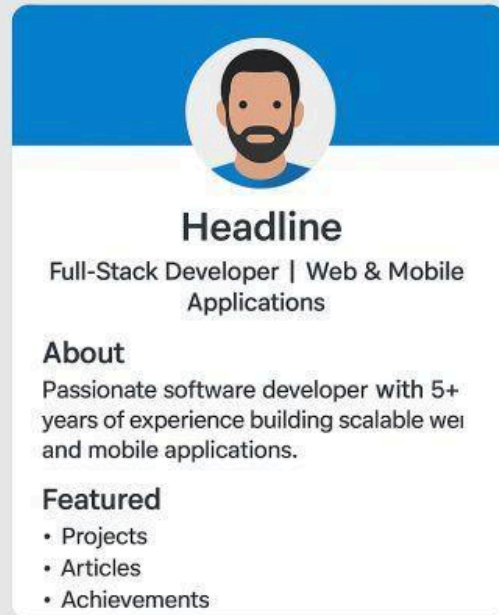


Web Content Writer (Freelance)

BAD LINKEDIN PROFILE



GOOD LINKEDIN PROFILE



Search



Home



My Network



Jobs



Messaging



Alexander Chelkova

Product & Growth @GrowthSpark | 5+ Years of Product & Growth Experience | Speaker | Certified PM

About

A dedicated, outcome-oriented professional with a focus on growing customer-centric businesses and building products people love.

I managed to develop a complete outbound funnel as a business development lead; I developed strategies that helped convey the right message to target audiences and increase revenue.

As a Product Manager, I drive the product and business-planning process across cross-functional teams of the company. My current objectives include analyzing customer needs, refreshing current market trends, examining product requirements, and developing appropriate programs to ensure their successful delivery.

Skills

Include your professional skills
in your LinkedIn profile

Adobe Photoshop



Endorsed by Jakia Toma who is highly skilled at this



Endorsed by 3 people in the last 6 months



42 endorsements

Endorse

Microsoft Excel



Endorsed by William Bellin and 2 others who are highly skilled at this



Endorsed by 3 people in the last 6 months



49 endorsements

Endorse

Show all 16 skills →

A good LinkedIn profile includes:

Professional Photo

Choose a picture that:

- Is clear
- Shows your face
- Uses good lighting
- Has a simple background
- Looks professional

Avoid:

- Selfies
- Group photos
- Vacation pictures
- Filters

Headline

Instead of writing:

Student

Write something like:

Software Engineering Student | Java Developer | Android Development |
Cybersecurity Enthusiast

About Section

Write a short summary describing:

- Who you are
- Your education
- Your experience
- Your career goals
- Your technical skills

Example:

Software developer with experience building Android applications using Java and Kotlin. Passionate about cybersecurity, mobile development, and solving real-world problems through software engineering.

Experience

Include:

- Job title
- Company
- Dates worked
- Responsibilities
- Achievements

Use action verbs like:

- Designed
- Developed

- Built
 - Improved
 - Managed
 - Implemented
 - Tested
-

Education

List:

- Colleges
 - Degrees
 - Certifications
 - Relevant coursework
-

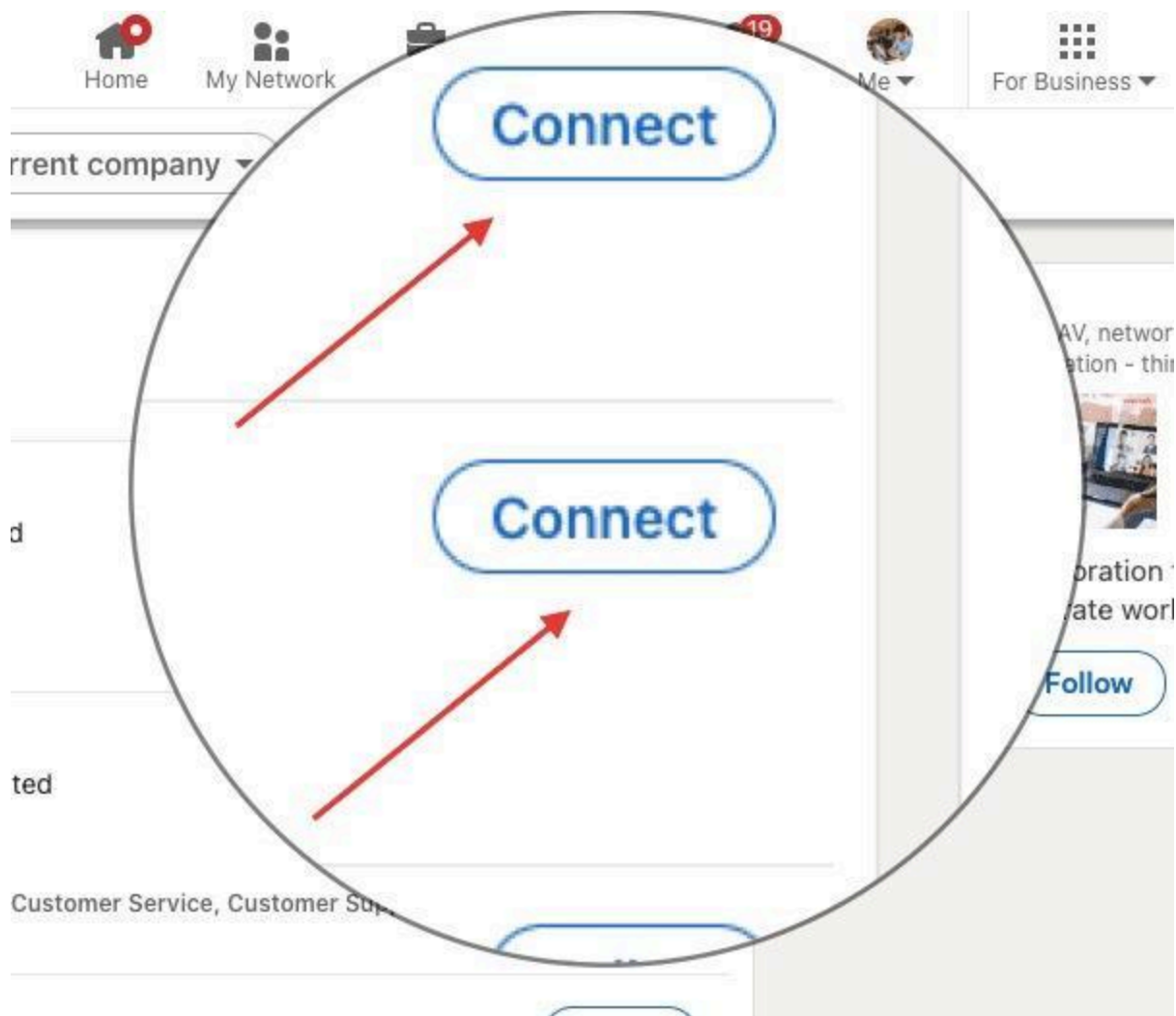
Skills

Examples include:

- Java
 - Python
 - C++
 - SQL
 - Android Studio
 - Git
 - HTML
 - CSS
 - Software Testing
 - Cybersecurity
 - Problem Solving
-

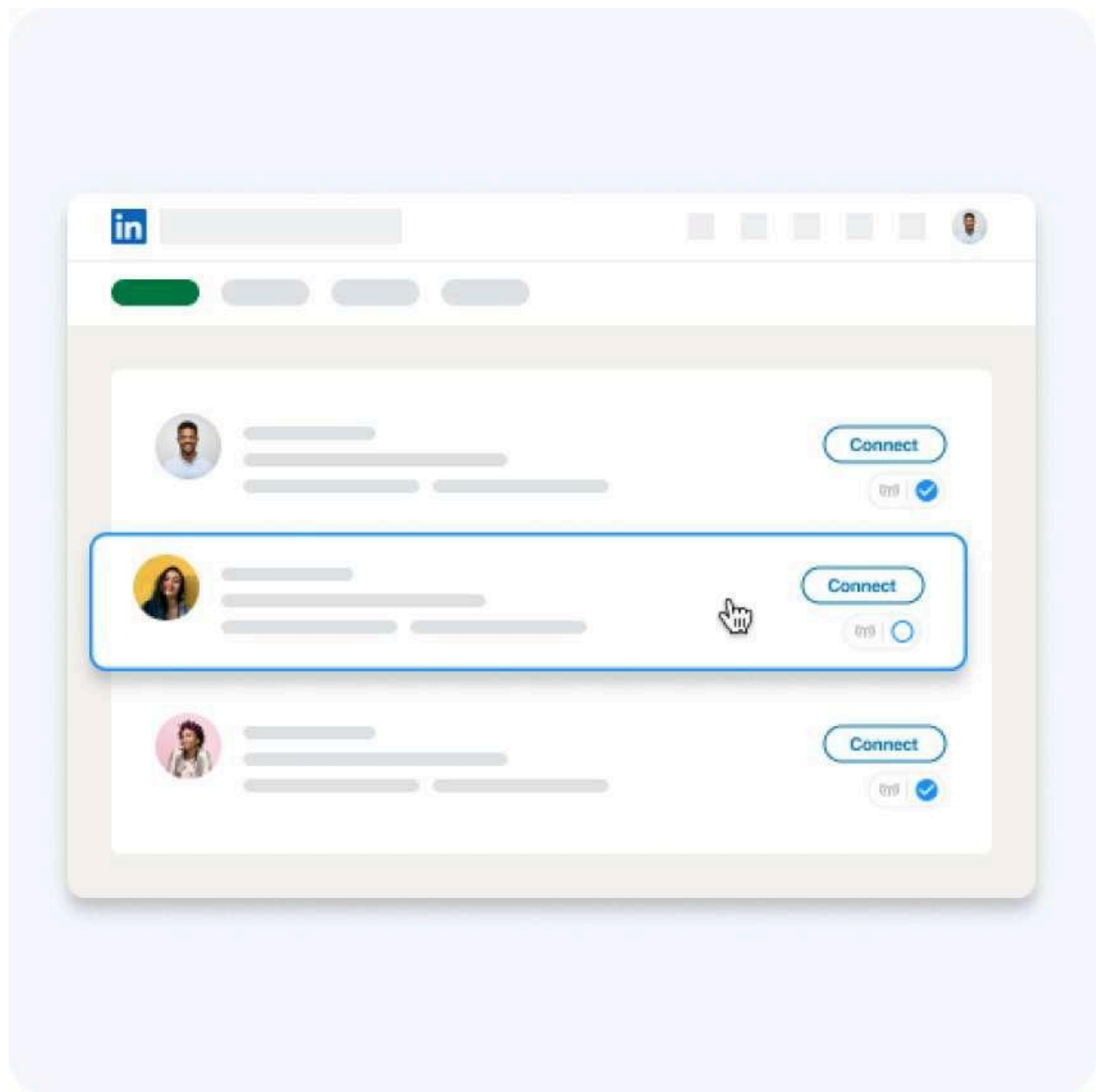
Building Your Network











Connect with:

- Professors
- Classmates
- Former coworkers
- Managers
- Recruiters
- Business professionals
- Alumni

Networking helps create opportunities and expand your professional circle.

Finding Jobs

LinkedIn includes a powerful job search feature.

Search by:

- Job title
- Company
- Location
- Remote jobs
- Salary (where available)
- Experience level

Many employers allow you to apply directly through LinkedIn.

Following Companies

Follow companies you are interested in.

Benefits include:

- Job postings
- Company news
- New products
- Industry updates
- Hiring announcements

Examples:

- Technology companies
 - Government contractors
 - Healthcare organizations
 - Universities
 - Financial institutions
-

Posting Content

Professional posts might include:

- Finished projects
- Certifications
- Industry articles
- Conference attendance
- Volunteer work
- Career milestones

Avoid posting:

- Offensive content
 - Political arguments (unless directly relevant to your professional role)
 - Inappropriate photos
 - Unprofessional language
-

Messaging

LinkedIn lets you message:

- Recruiters
- Hiring managers
- Coworkers
- Classmates
- Business contacts

Keep messages:

- Professional
 - Respectful
 - Short
 - Clear
-

Recommendations

LinkedIn allows others to write recommendations about your work.

Recommendations from:

- Supervisors
- Professors
- Clients
- Coworkers

can strengthen your profile.

Endorsements

Connections can endorse your skills.

Examples:

- Java
 - Leadership
 - Project Management
 - Python
 - Communication
-

Professional Etiquette

Always:

- Be respectful
- Keep your profile updated
- Respond professionally
- Thank people who help you
- Use correct grammar
- Build genuine connections

Never:

- Spam people with sales pitches
- Send inappropriate messages
- Share confidential company information
- Misrepresent your experience or qualifications

Benefits of LinkedIn

LinkedIn helps you:

- Build a professional reputation
 - Find internships
 - Search for jobs
 - Connect with employers
 - Learn new skills
 - Follow industry trends
 - Showcase projects
 - Expand your professional network
-

Quick Review

LinkedIn is best described as:

- A. A photo-sharing website
- B. A gaming platform
- C. A professional networking website
- D. A music streaming service

Answer: C

Knowledge Check

1. What is the main purpose of LinkedIn?
2. Why is LinkedIn sometimes called the "Facebook for business"?
3. Name three sections of a LinkedIn profile.
4. Who should you connect with on LinkedIn?
5. What types of posts are appropriate on LinkedIn?
6. Why are recommendations valuable?

7. How can LinkedIn help with finding a job?
 8. What should your profile photo look like?
 9. What should you include in your headline?
 10. Why is networking important for your career?
-

Summary

LinkedIn is the world's largest professional networking platform and is often compared to Facebook because both let users create profiles, make connections, share posts, and communicate with others. The key difference is that LinkedIn focuses on careers, business relationships, recruiting, and professional growth. By maintaining a complete profile, connecting with others, sharing meaningful content, and engaging professionally, you can use LinkedIn to build your reputation, discover new opportunities, and advance your career.